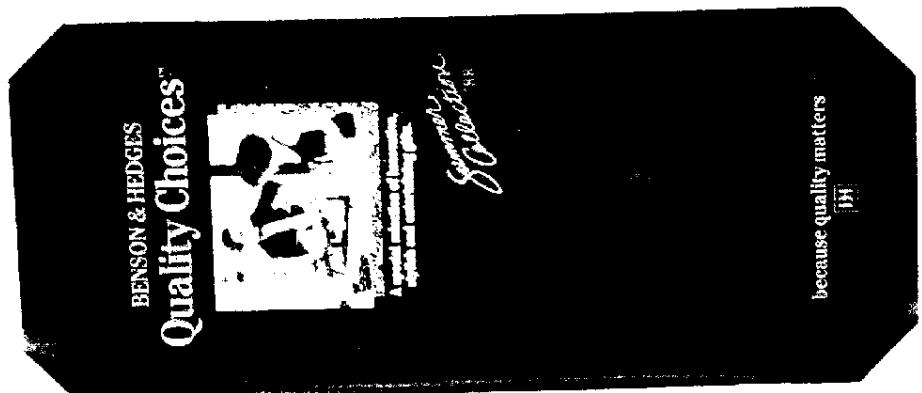




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The enclosed brochure, inviting you to enter our Travel Sweepstakes, offers another pleasant experience. As winner, you and a guest would enjoy an all-expense paid vacation at one of the world's Ten Best Resorts - the choice is yours - and \$5,000 in cash to spend as you wish. Entry is limited to Privileges Club members only, so you enjoy a much better chance of winning. Interested?

If so, you'll find full details in the enclosed sweepstakes brochure. Then, just complete and mail the enclosed entry card. It's as simple as that.

There's nothing to buy, and no skill is required. You need only be a little lucky.

Good luck!

Sincerely,

Renee Simons
Renee Simons
Benson & Hedges
Privileges Club

Ultra Lights: 6 mg "tar" 0.6 mg nicotine—Lights Box: 10 mg "tar" 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar" 0.7 mg nicotine—100s: 16 mg "tar" 1.0 mg nicotine av. per cigarette. FTC Report Feb. 65.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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